



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 1/15/1999

GAIN Report #SN9001

Singapore

Market Development Reports

Singapore Survey: Profile & Characteristics of the Singapore Food Trade 1999

Prepared by:

DALE L. GOOD

U.S. Agricultural Trade Office

Drafted by:

Dale L. Good

Report Highlights:

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Singapore [SN1], SN

The U.S. Agricultural Trade Office carried out a brief, profile survey of 300 companies which are regular trade contacts. Of the 300 companies contacted, 99 responded. Below is a summary of the survey results. The survey questionnaire and detailed results are available at the ATO Singapore by contacting us at fax: (65) 732-8307 or email: ato_sing@pacific.net.sg.

REGIONAL DISTRIBUTION

The importance of foreign trade is clearly demonstrated in the responses received. Further, the regional coverage of the Singapore companies is evident throughout. An overwhelming majority (80%) of the companies rely on imports as a source for the products they distribute. Fifty-five percent of the respondents re-export the products they originally import. In terms of geographical coverage, sixty-six percent of the respondents export to Malaysia, the most commonly cited export market, while other significant markets include Indonesia (49%), Brunei (46%), Philippines (31%), Myanmar (31%), Vietnam (30%), Thailand (27%), China (26%) and Cambodia (23%).

RELIANCE ON EXPORT MARKETS

The export markets appear very important to the food trade. One third of the total respondents rely on the Singapore market for 56% of their total sales. Export markets like Malaysia take up to twenty-one percent of total sales of about one-fifth of the respondents. Almost sixty percent of the respondents intend to expand their sales territory over the next two years.

LENGTH OF EXISTENCE

Most of the companies are of recent origin. Almost half (45%) of the companies were established after 1980. Twelve percent of the companies were incorporated after 1990. Another significant feature is the size of the companies in terms of employees and sales. Sixty-four percent of the companies had 30 employees or less. Only six percent of the companies had more than 200 employees.

Most (77%) of the respondents had annual revenues of S\$30 million or less (US\$18 million). Forty-eight percent of the companies had annual sales below S\$10 million (US\$6 million). Thirty-seven percent of the companies indicate that at least 20 percent of their sales were products of U.S. origin.

FOREIGN REPRESENTATION

Of the sixty-six companies who responded to this particular question, all of them represent at least one or more foreign companies. More than half of those who responded represent at least ten foreign companies or more.

U.S. REPRESENTATION

Of the total who provided a positive response, thirty-eight percent represent only one U.S. company. On the other hand, sixty-three percent represent two or more U.S. companies.

INTEREST IN U.S. PRODUCTS

Forty-seven percent of the respondents mentioned that they have taken on new U.S. products over the last three years. Sixty-eight percent of those who responded were interested in representing other U.S. foods. Products which evoked most interest were meats and poultry, seafood, fruit and vegetables, snack foods, prepared cereals, non-alcoholic beverages and dairy products.

U.S. PRODUCT DISTRIBUTION PROBLEMS

Seventy percent of those who responded mentioned that they had no problems selling U.S. products. Of the minority who said that they encountered problems, nine indicated that high prices were an obstacle.

END OF REPORT